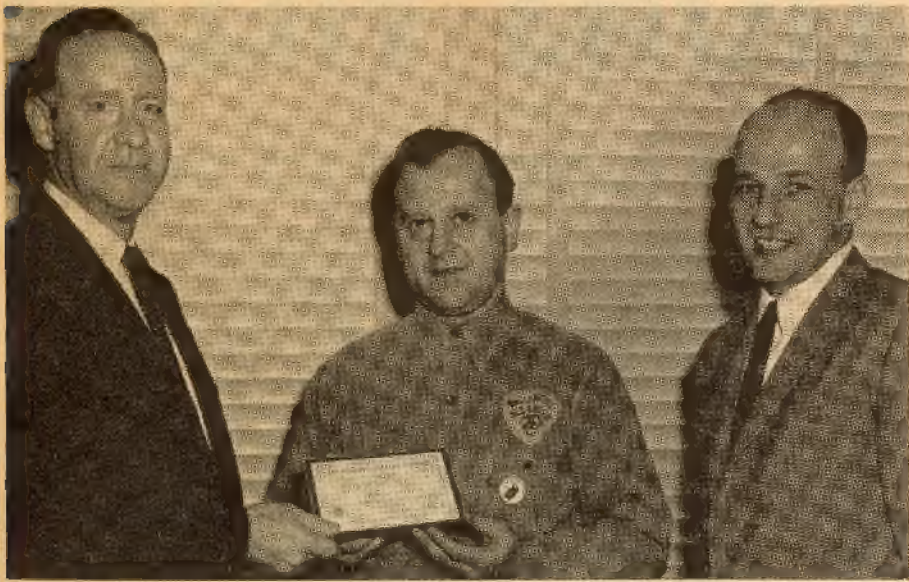


New Wise Owl Club Member



Bottler William Matias, center, is the newest Ballantine employee member in the Wise Owl Club. Matias was saved from possible eye damage last month because he was wise enough to wear the safety glasses provided for him on the job. In photo here he is shown receiving "Wise Owl" award from Bottling Department Manager Thomas Forysth, left. Al Miller of the Plant Safety Committee looks on.

INDUSTRY NEWS

1961 Plans

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* * *

Cost More

Major can manufacturers in-

"Sing Along WITH NEWS PAPER

"Sing Along With Mitch" reach an estimated audience of 10 million viewers sponsored by us on the NBC-

The show, one of the most popular seen on an every other Friday

Viewers in 27 Ballantine markets from Maine to Florida will be able to enjoy the treat of pleasing music and the talents of one of the world's foremost musicians and his chorus. This, plus "big name" guest stars and the pleasure of singing along, will be presented all in one package during a prime viewing period.

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January 1961

SPONSOR "TH MITCH" on January 27

—Story on Page 3



Signing Along With Mitch

Ballantine President Carl W. Badenhausen, left, and National Broadcasting Company Vice President Don Durgin, right, are shown with the "sing along" king Mitch Miller during contract signing for seven hour-long television spectaculars in color. The shows will be sponsored by Ballantine, telecast over NBC network, and will feature Mitch and his "sing along" gang. Story on Page 3.

PINPOINTED . . .

Got Your Message

A good number of our fellow workers decided to contribute to charity the money they would have spent in sending the rest of us Christmas cards . . . They figured you'd appreciate the fact their Christmas greetings this year consisted of helping persons in need of aid . . . Altogether more than \$500 was sent by the employees of several departments to charities . . . Most of the money went to the Newark Evening News Christmas Fund.

* * *

Up The Ladder

Promotions in the news: *Donald Mulligan* from Supervisor trainee to Supervisor, Warehousing . . . *Robert Humberson* from Supervisor 1 to Supervisor 2, Warehousing . . . *John Nusser* from Clerk, Delivery, to Co-Ordinator in the Special Events Division, Sales . . . *Patricia Cargill* from Typist, Delivery, to Stenographer, Engineering . . . *Sandra H. Danten* from Stenographer, Engineering, to Secretary, Delivery . . . *Dennis J. Nolan* from Messenger, Credit, to Clerk, Production Planning & Control . . . *William Magley* to higher Manpower Scheduling responsibilities in the Production, Planning and Control Department.

* * *

Good Chance to Help

Are you a member of any organization or organizations which sponsor indoor or outdoor social events? . . . If you are you can help our Sales Department sell more of our beer and ale . . . All you have to do is notify the Special Events Division in Sales as to the date your club, post, society, etc. will hold an affair . . . The Division will help your group plan the affair and, if needed, will also provide the use of beer dispensing equipment free . . . Most functions are planned well in advance so the time is right now to pass tips along to *Walter Bauer* in Special Events . . . Call extension 526 or 581 . . . You can also help out by urging your organization to take advantage of this Ballantine service.

* * *

Two Retire

John J. McCaffrey and *Russell L. Poyer* retired at the end of last month . . . Mr. McCaffrey was employed in N. Y. Draught Sales and Mr. Poyer was a Brewer . . . Our best wishes to the two for a happy retirement.

* * *

Snow Exacts Toll

As we all know, the pre-Christmas blizzard made travel to and from work rough . . . Traffic jams, little or no bus service, bitter cold and the ever-present snow teamed up to make transportation almost impossible . . . Discussing the situation last month at the annual singing of Christmas carols in the cafeteria, President *Carl W. Badenhausen* said, "I want you to know we deeply appreciate the efforts made by employees to get to work despite the severe conditions." . . . The day of the storm few managed to reach the brewery . . . Many more tried the day after the storm but travel was still very bad . . . It took three to four days before things returned to near normal.

* * *

Breakfast Date

The 13th annual Communion Breakfast of Ballantine employees will be held on Sunday, March 5th . . . Mass will be at 8 A.M. at St. Patrick's Pro-Cathedral . . . Breakfast will follow at the Robert Treat Hotel, Newark . . . Tickets are being sold by committee members . . . Their names are posted on the bulletin boards.

* * *

Grateful

Retiree *Dorothy Clippinger* wrote to Three Rings last week and asked that we print the following note for her; "I want to express my sincerest appreciation to all my friends at Ballantine for the many cheery messages I received during my recent stay in the hospital. Because of the many received it would be impossible to thank each of you individually. Thanks very, very much for your thoughtfulness."

* * *

Good Deed

Chief Telephone Operator *Ann Kent* raised \$17.15 for the Louise D. Shugard Shelter & Day Nursery in Newark last month by making and selling stuffed dolls, doll clothing and miniature Christmas trees . . . Ann thanks all who helped her aid the nursery by buying items.

* * *

Elect Officers

Paul V. Logan has been re-elected president of the Brewers' Sunshine Club . . . Other officers are: *Theodore Sulenski*, vice-president; *Joe Nolan*, recording-secretary; *William Krebs*, treasurer; and *Henry Franks*, assistant treasurer . . . Mr. Krebs and Mr. Franks were re-elected.

* * *

Widow Writes

Mrs. *Katie Mueller*, widow of Brewer *John Mueller*, sent the following letter here recently: "As it is impossible for me to personally thank everyone who was so kind to me during my bereavement at the time of John's death, I would appreciate it if you would express my thanks to everyone through the Three Rings Newspaper."

* * *

Vacations Big Item

Our Company paid for more than 100,000 days off in providing us with vacation and holiday time last year . . . While many employees visited nearby vacation spots, some used their time to travel to Europe, Hawaii, and other distant locations . . . Vacations and holidays are a significant part of the fringe benefits provided for us.

Service Pins Go To 22

Ballantine Service Pin awards were presented to 22 employees in December. The recipients were:

20 Years

Joseph Feldheim, Delivery
Lucy M. Gruebler, N. Y. C. Sales Office
Clarence Halliwell, Warehousing
Daniel J. Tully, Delivery

15 Years

William J. Benn, Bottling Shift Supervisor
Victor G. Bernhard, Warehousing
Charles T. Bukunus, Warehousing Supervisor
Harry N. Hahn, Engineering
Edward J. Haugh, Warehousing
Luke T. Hyland, Delivery
Harry V. Kelly, Warehousing
Richard M. Zoecklein, Brewing

10 Years

Floyd A. Bernhard, Warehousing Supervisor

Joseph Fenton, Engineering
George Leaver, Technical
William T. Maloney, Purchasing
Eugene Mueller, Engineering
Nicholas Poperak, Engineering
Sylvester K. Wroblewski, Engineering

5 Years

Joseph Farrell, N. J. Telephone Sales
John D. Grant, Technical
Stuart W. Wilde, Assistant Director, Market Research

In The Family

Born. A daughter, Kathleen, to Mr. and Mrs. Joseph Lytle at Clara Maass Hospital, Belleville. The new arrival weighed six pounds, five ounces at birth. Dad works in the Technical Department.

* * *

Born. A daughter, Deborah Joan, to Mr. and Mrs. Leonard Scelfo at Irvington General Hospital. The new arrival weighed seven pounds, seven ounces at birth. She joins a brother, Leonard Jr. in the Scelfo household. Dads works in the Engineering Department.

Close To Home

It is with sincere regret we report the death of the following employees during recent weeks:

Manuel Correia, a fireman in the Engineering Department. Mr. Correia was a Quarter Century Club member. He had been with Ballantine since June 1935. He lived at 28 Fleming Avenue, Newark.

* * *

Theodore Travers, Bottler. Mr. Travers, a Quarter Century Club member, joined Ballantine in June 1935. He lived at 65 Center Street, Chatham.

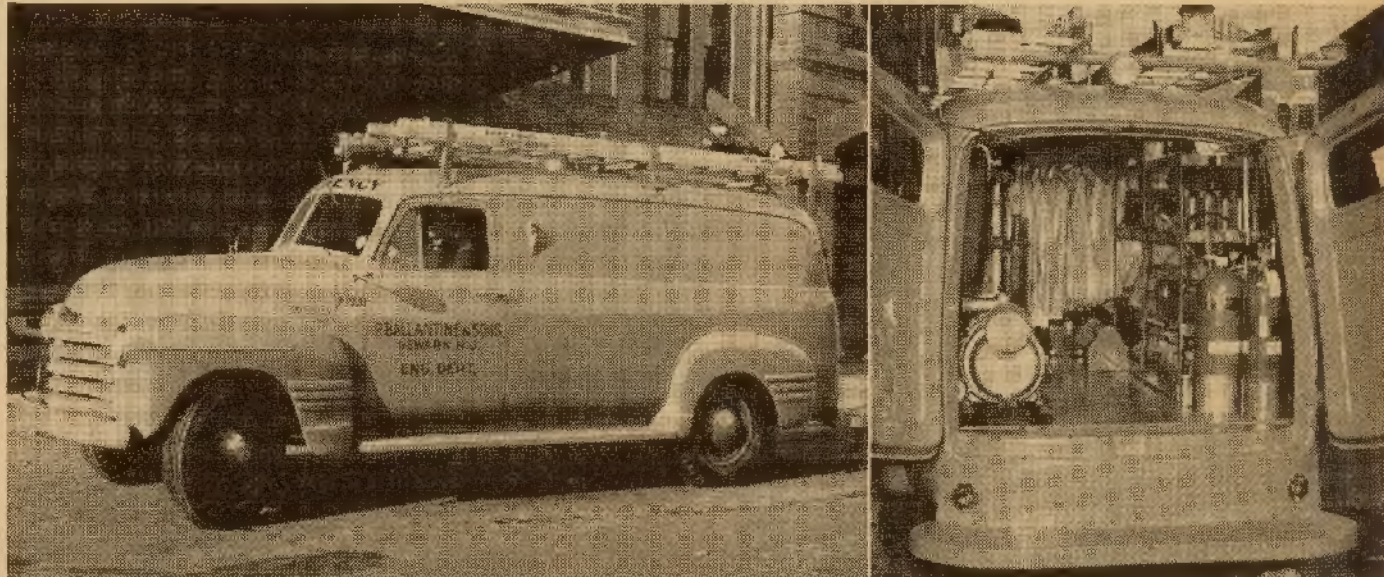
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Howard Thompson, Warehouseman. Mr. Thompson joined Ballantine in 1944. He lived at 30 Trenton Street, Jersey City.

* * *

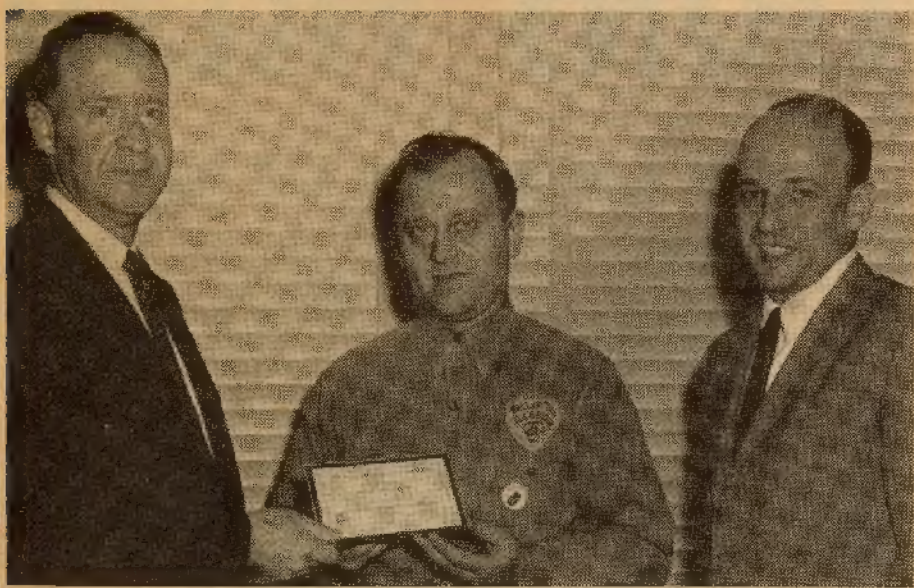
Richard Steeber, Warehouseman. Mr. Steeber had been with Ballantine since 1947. He lived at 616 East Henry Street, Linden.

STILL HANDLING EMERGENCIES



When Ballantine put a newer ambulance into service a couple of months back, the old vehicle was readied for a new job. Now it's a completely outfitted emergency truck set for action if and when needed. The truck's equipment includes rubber clothing and gas masks, emergency lighting and communications devices, fire fighting equipment, heavy tools, ladders, and ropes. Selected Engineering and Production Department personnel are trained in the use of this equipment and in controlling an emergency until the truck arrives at the scene.

New Wise Owl Club Member



Bottler William Matias, center, is the newest Ballantine employee member in the Wise Owl Club. Matias was saved from possible eye damage last month because he was wise enough to wear the safety glasses provided for him on the job. In photo here he is shown receiving "Wise Owl" award from Bottling Department Manager Thomas Forsyth, left. Al Miller of the Plant Safety Committee looks on.

INDUSTRY NEWS

1961 Plans

The national advertising program of the United States Brewers Foundation, which was limited mainly to television spectaculars last year, will be expanded during 1961 to include mass-circulation magazines, a recent USBF News Letter reported. The advertising program promotes the sale of ale and beer.

The News Letter pointed out, "At its New York meeting (last month), the USBF Board of Directors approved a campaign providing for full-page, four-color ads in Life and the Saturday Evening Post as well as two TV specials, one in late spring and the other in mid-summer. First of the television efforts will be a new version of 'Summer on Ice', the highly popular skating show with which the Foundation has attained a significant degree of identification since introducing it to the TV audience two years ago. The program for the mid-season telecast has not yet been decided upon. In addition to the television and consumer magazine campaigns, the Foundation national advertising again will include regular insertions in U. S. News and

World Report, Sporting News, medical and trade journals, and newspapers."

* * *

Cost More

Major can manufacturers increased the price of beer and ale cans by about two and a half percent as of the first of the year.

Having to pay more for the materials they need, in fact for everything necessary in operating their plants, is nothing new to the nation's brewers. Rising costs continue to present ever more serious problems to the brewing industry.

* * *

Smart Horse

Modern Brewery Age last month told this one: "A race horse named Knuckleduster recently romped home in the Hennessy Gold Cup Handicap steeplechase in England to win \$15,030 for his owner. The trainer and rider, Derek Ancil, explained that the horse had been a shy feeder and that two bottles of beer a day before the race resulted in 'splendid progress.' For his next race, Knuckleduster is to be upped to three bottles a day. . . ."

"Sing Along" TV Spectaculars Will Reach Large Audience

"Sing Along With Mitch", a series of seven hour-long color TV spectaculars which will reach an estimated audience of 7,500,000 persons in Ballantine marketing territory, will be sponsored by us on the NBC-TV network starting Friday January 27 at 9 p.m.

The show, one of the most promising ever undertaken by Three Ring brews, will be seen on an every other Friday night basis and will run through April 21.

Viewers in 27 Ballantine markets from Maine to Florida will be able to enjoy the treat of pleasing music and the talents of one of the world's foremost musicians and his chorus. This, plus "big name" guest stars and the pleasure of singing along, will be presented all in one package during a prime viewing period.

The series will highlight the songs of many eras, many peoples and many moods, enhanced by full-color sets and costumes. The "sing along" segment of each show is guaranteed to tempt even reluctant viewers to exercise their vocal chords.

It won't be necessary to wait until the first show is over to find out if the series will be a hit. The original "Sing Along With Mitch" was telecast as a "Startime" special last May. It drew over 12,000 highly enthusiastic viewer letters, was seen by more people than the political conventions, was acclaimed by the critics, and started a demand for more shows of the same. Ballantine's sponsorship will answer that demand.

Even before last May's show, music lovers were giving their enthusiastic stamp of approval to Miller's "sing along" brand of music. Millions have purchased his successful record albums and sales continue to rise every day.



Mitch's "sing along" record albums are big sellers. The "Sentimental Sing Along With Mitch" album is one of his latest.

Miller himself is one of the top few recording stars who is also a major recording industry executive. He is Executive Producer at Columbia Records. He is recognized as one of the country's finest oboists and is noted for, among other things, his development of talent and his imaginative innovations which have helped make a number of records "hits."

In the New York-New Jersey metropolitan area the "Sing Along With Mitch" series will be seen on Channel 4. See your TV listings for other areas. For wholesome entertainment the entire family can enjoy — don't miss it!

Invite Your Friends

With this issue of Three Rings you received five printed invitations to tune in Ballantine's "Sing Along With Mitch" series. We're hoping you'll mail them out to friends and relatives.

In addition to increasing what promises to be a record-breaking audience, you'll be doing the recipients of the invitations a big favor — tipping them off to the year's biggest entertainment treat.

Why not tell your neighbors and your many other friends and relatives about the show, too? While you're at it, suggest they buy some Ballantine for those "sing-along" periods. —

If you'd like to sponsor a "sing along" party at your house any night the show is on, call the Three Rings office at extension 309. We'll be happy to provide you with invitations you can mail out. These invites have a blank area where you can fill in your name and address.

Tillson Drivers Reach Million Miles of Safety

Ballantine's Tillson, N. Y. Branch driver-routemen, already noted for winning both national and local safety contests, added new honors to their credit last month by reaching the 1,000,000 mile mark without a chargeable accident.

The Tillson men started their trip to the enviable million mile safety record in September 1957. From that point on they turned in 40 months in a row without a chargeable accident. Along the way the drivers won both the 11th and 12th annual Ballantine Branch Safe Driving contests and last October won first place honors for the Branch in the Brewing Industry Division of the 29th National Fleet Safety Contest. The latter competition was conducted by the National Safety Council and sponsored by the USBF.

The Tillson drivers' latest achievement was cited by General Transportation Manager Harold Bliwise "as an example of what keeping safety in mind can do." He added, "Once again our congratulations go to our Tillson men."

Warehouse Columns Going Up



The first steel column, erected during construction work on the initial section of the new warehouse, stands out here against background of huge Three Ring sign and clear sky. Additional columns, which will form the frame for the first part of the structure, are going up now. While work on the warehouse goes on, progress is also continuing on other phases of the expansion program.

A. B. C. TEAMS POSITIONS FILLED

THREE RINGS




This is the "Brooklyn" team, one of the top contenders in the Beer Division of the men's bowling league. Kneeling are: John Lubanski, Pete Travers, Joe Begley and Bob Cryan. Standing: Gus Spiegel, John Hoffman and Bill Stottmeister. Team member Art Buehrer is not shown.

Men Bowlers Complete First Half of Season

The eight men's bowling league divisions greeted the start of the new year, and the recent beginning of the second half of the season's competition, in a big way.

Three of the divisions got new leaders, three others had their pace setters pull out in front by five games or more, and in the final two races competition became closer than ever.

Going down the divisions things look this way at this writing:

The Extra Fine, Three Ring and Beer Divisions are the ones with new leaders. The Traffic Office replaced the Bottlers 3 combine for the top spot in the Extra Fine loop, Plant 2 Fermenting replaced the Area 2 squad in the Three Ring race, and the Hot Shots took over first from the Brooklyn squad in the Beer Division. Traffic Office and the Hot Shots hold one game edges while Plant 2 Fermenting's margin is one and a half.

In the Body, Purity and Flavor Divisions the top teams are the Bottle Drivers 7, Crisp Refreshers and Brewery Supervisors contingents respectively. These are the squads that enjoy at least a five game march over the nearest challengers.

In the Handy Division the Receiving and Traffic teams are tied for first and hold a one game lead. At our last writing Personnel was tied with Receiving. In the Ale Division the Golfers team, which formerly held first alone, now shares that spot with the Lucky 13 and Four Zone Drivers squads.



Four members of the "Golfers" squad, which at this writing is tied for first in the Ale Division of the men's bowling league, are shown here. From left are Pete Galoto, Bill Deffur, Pat Devone and Nick Raimo. George Abraitis and Harry Finnigan are also members of the team.

3 Ballantine Teams Set For A.B.C. Tourney

Fifteen Ballantine men's league bowlers, forming three complete teams, will represent the Company in the American Bowling Congress tournament set for May in Detroit, Michigan.

As Three Rings went to press only five of the A.B.C. teams' berths were filled. The names of the men who will occupy the other ten positions were to be announced by the time this paper reaches you. They will be published in our next edition.

The five men named to A.B.C. tourney positions, first, are the bowlers who possess the highest averages in the interdepartment men's league. They are: Tippy O'Neill, Henry Janowski, Luddy Santorini, Frank Pulidore and George Bessinger. O'Neill's average is 185.36, Janowski's 185.30, Santorini's 184.56, Pulidore's 180.07 and Bessinger's 179.79.

Four of the remaining A.B.C. teams spots were to be awarded to bowlers who have shown the most improvement in the various average brackets. The other six men, who will bring the total Ballantine tournament number up to 15, will represent their respective interdepartment league divisions.

High Marks



This is Josephine LaVecchia who holds both the high individual single game and high individual series marks in the Ballantine Girls' Bowling League. Josephine's high game is 221 and her high series is 539. In Girls' bowling action during the last month the Bally Belles squad, headed by Pat Paxton, retained its three and a half game lead over the second place Cool Refreshers team.

THEY CAUGHT THE BIG ONES



Brewers Mike Wolenter and Paul Logan caught the heaviest fish during the deep sea cod fishing trip for employees last month. Wolenter, right, is shown holding his prize winning seventeen and three quarter pounds catch. Logan holds aloft his award winning seven and a half pounder. The fishing trip was held on December 10th from the New Jersey State Marina in Leonardo.

Tigers Lead In Classic

At the end of the first eight weeks of competition in the 24-week Ballantine Classic, the Tigers, headed by Lindy Faragalli, hold a three-game edge on first place. Faragalli's teammates are Jim Santoro, Graz Castellano and Mike Esposito.

The second eight-week round of the Classic begins on January 22 and things promise to get rougher for the Tigers. The Chiefs team, for example, which has been low in the standings, rolled a national high 1,946 series last week in winning three victories from the Patriots. Al Fuscario, with a Classic series high

The schedule for the next eight weeks is as follows:

Jan. 22—Dreamland Arena, Newark

Jan. 29—Harrison Recreation, Harrison

Feb. 5—Atlantic Highlands Recreation, Atlantic Highlands

Feb. 12—Hightstown Lanes, Hightstown

Feb. 19—Hanover Lanes, Hanover

Feb. 26—Wallington Lanes,